

free copy gratis

aruba

visitor's guide



guia para el turista en aruba

Publishers: E. S. Pellegrim, Cura Cabai 57, tel. 7294

Editores: H. E. Reeberg, Ponton 14, tel. 2775

VOL. 5 No. 10 OCTOBER 1970

Printers: vad tel. 3500, Aruba, N.A.



Divi-Divi Beach Hotel

ARUBA, NETHERLANDS ANTILLES



if you think
KAN's rings are beautiful,
you ought to see our bracelets

our 5 stores in aruba
mainstreet /two
airport
sheraton
holiday inn

KAN the jewelers from holland

ARUBA - BONAIRE - CURACAO - ST. MAARTEN - HOLLAND

Bonbini - Welcome - Bienvenidos

*Our staff will gladly assist you
with all possible information
and suggestions to make your
stay in Aruba a most pleasant
and enjoyable vacation.*

*Al desearles una estadía muy
placentera en esta isla, nos
ponemos a sus órdenes para
asistirles en la mejor forma
posible.*

Aruba TOURIST BUREAU

TEL. 3777

welcome, bienvenido, "bon bini" to Aruba

MARISKA'S Tourist & Bookcenter

- FOR: ➔ Aruba souvenirs, postcards, postage stamps and a mailing service
- ➔ American magazines, English paperbacks
- ➔ Stamp collectors we have all the stamps that you miss in your collection



Dear Visitor, we would like to give you all sorts of clues to help plan your shopping. Cameras, watches, perfume, liquor, china..... These are just a few of the luxury items that Aruba's fine shops stock at practically free port prices. Price tags usually are marked in Netherlands Antilles Florins, but merchants readily accept U.S. currency. The official rate of exchange is 1.85 Florins to 1 U.S. Dollar. Most merchants give visitors an extra bargain by figuring the exchange on a flat 2-for-1 basis. Hagglng is not an accepted custom in Aruba. Stores are open from 8-12 noon and 2-6 p.m. Monday thru Saturday.

A fine place to start your shop tour is at ANTONIO'S RESTAURANT for good snacks and fast service. At the head of the Nassaustraat, the town's mainstreet, you face MANHATTAN STORE, INC. Enjoy pleasant shopping and look through their large assortment of international gift items; copper & brassware, Israeli ceramics, embroidered linens, beach wear..... and Samsonite suitcases. A few steps down is MARISKA'S BOOKSTORE. Here you'll find the largest assortment of postcards, slides, color films of Aruba's finest spots and postage stamps to mail your letters and cards to all your friends (the mailing service is completely free of charge). Directly across the street is FANNY'S. Here you'll find cashmere sweaters, Indian silks, brocade and embroidered garments, French beaded bags, gold and silver charms, crystal, Swiss watches, perfumes, souvenirs and gift items. Diner's Club and American Express Credit Cards are accepted. Next block is LEO BERLINSKI's jewelry store, which features platinum and 18 kt. gold jewelry, cultured pearls, the world famous Girard Perregaux and other well-known Swiss made watches. It carries sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden, and England, figurines, teakwood articles, petit point and beaded bags. Just in front of the taxi-stand you'll find ARUBA PEASANT SHOP, a shopper's paradise with handicrafts from all over the world, lovely dolls, a wide range of pipes; also Pringle cashmere sweaters, "Kislav" gloves and Imperial linens from Madeira. Now cross the street again and enter CASA HAIME. Featuring extensive lines of souvenirs, embroideries, jewelry, Mallorca pearls, Swiss watches, beach wear and boutiques. This modern store is air- & musicconditioned and service excellent. Continue to ARUBA TRADING COMPANY. Their well-trained and friendly staff will make your shopping a real pleasure. Here you will find an extensive collection of cosmetics, perfumes, men's and ladies wear, ties, gift articles, and souvenirs - all of first quality. They will gladly deliver your bonded liquors and cigarettes free of charge to your ship or plane. And don't forget to visit PHOTO EL GLOBO, annex to ARUBA TRADING, with their large selection of photographic equipment of world famous brand names. In the mainstreet the carillon and the lovely

VISIT

FANNY'S

Mainstreet No. 7 Aruba - N.A.

Van Raalte

Ballantyne
Cashmeres

Lyle & Scott
Cashmeres

dada
chemise

Eminence
gents underwear

GIVENCHY
Cravattes

DUNLOP
-ARROW-
65

Canon

National

Jeantet

Step
Atomizers

Marcel Franck
VAPORISSEURS

Royal Tuscan
MEMBER OF THE WEDGWOOD GROUP

ROYAL ALBERT
Bone China

Limoges MINIATURES

Arly

CONSUL

DOXA

Trans Globe

ROYCE

Udoor Crystal



The most accurate
GP High Frequency
chronometer in the
world

GIRARD-PERREGAUX

FINE WATCHES SINCE 1791

"Leo Berlinski" Jeweler

DIAMONDS - JEWELRY - WATCHES

ORANJESTAD SAN NICOLAS
ARUBA, N. A.

showcase displays identify **SPRITZER+FUHRMANN**

"Jewelers of the Caribbean" with shops in Aruba, Bonaire, Curaçao, St. Maarten, and also in New York. You simply cannot miss this place. Its famous carillon bells with the revolving native figurines is an unforgettable experience in sound and sight. Sole representatives for over a dozen of the most famous Swiss brand watches including the Patek Philippe, Audemars Piguet, Piaget, Omega, and Ernest Borel. Exquisite collection of precious and semi-precious stones, lustrous pearls, and exclusive gold pieces. China and crystalware from the most famous houses in Europe. Sterling from England, Holland, and Denmark. Novelty watches and clocks covered by a guarantee that follows you home. **SPRITZER & FUHRMANN** has a trained staff capable of helping you make the wisest choice. The New York branch will gladly service your articles bought in the islands. It is interesting to know **SPRITZER & FUHRMANN** was three times winner of the Diamonds International Award and recently has been appointed Jewelers to Her Majesty the Queen of the Netherlands. The optical department "Optica Moderna" is located in front of Spritzer. Hop over to **ARTISTIC BOUTIQUE**. Fine selection of oriental wearing apparel, linens and gift articles. Also exquisite jewelry from the Orient. From **ARTISTIC BOUTIQUE** we stroll toward **PALAIS ORIENTAL**, famous for ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your pleasure are exotic wearing apparel, such as shawls from India, and pipes from Denmark and Italy. You will find moderately-priced perfumes and colognes by Christian Dior, Jean Patou, Guerlain and others, and many more articles from all over the world. Palais Oriental also have been appointed exclusive agents for the world-known Swiss watch "Harpoon".

Next block we arrive at **KAN JEWELERS**. **KAN'S** motto is "wat KAN kan, kan KAN alleen", which means, "what KAN can do, only KAN can do". See their sophisticated jewelry collection and top-brand-watches. Behind No. 1 Store we find **LA VENEZOLANA**, your best bet for fine men's wear. We continue our tour in the main street. A courteous "bon bini" awaits you at **JEWELRY**

OLGA VASQUEZ for jewelry, watches and emerald and leather bags from Colombia. Probably you are now ready for a bite to eat. Walk up the street till you face the Esso station. Around the corner at your right you will be delighted with that very, very special Chinese and International food of **HONG KONG RESTAURANT AND BAR**, fully airconditioned. Now why not call a taxi (Tel. 1604 or 5160) and ask the driver to take you to the **CORAL STRAND HOTEL**, "Talk of the Town Restaurant," for a drink at the terrace bar and a swim in the fresh water pool. For a last suggestion, ask a cab to take you along the L.G. Smith Boulevard and drop you at the **TROCADERO**. Here you'll have the pleasure of choosing from many types of drinks and eating one of the many Trocadero sea food specialties. On your way back to your hotel or while touring the island, on Aruba's marvelous sugar-white beach the **MANCHEBO BEACH HOTEL** invites you to sip and dip in a completely relaxing atmosphere overlooking the crystal-clear blue Caribbean. Last but not least, discovering the other end of the Island in the center of San



CULTURAL CENTER THEATRE - ORANJESTAD

Nicolas is the **ASTORIA HOTEL**. The open-air patio lovely decorated in Chinese style invites you to have your genuine Chinese food served under exotic tropical sky..... Before leaving San Nicolas or "The Oil Town of Aruba", let's end our shopping at the best known men's store **CASA MARIA** in the so-called Mainstreet. Large selection of top brand names and friendly service. We hope you enjoy your stay in Aruba and say in Papiamentu "Ayo" which means "Goodbye" or "So long"!

For Your Shopping We Recommend
RECOMENDAMOS PARA SUS COMPRAS

Oranjestad:

- MANHATTAN STORE
- MARISKA BOOKSTORE *
- FANNY'S
- LEO BERLINSKI *
- ARUBA PEASANT SHOP
- CASA HAIME
- ARUBA TRADING COMPANY - PHOTO EL GLOBO *
- BOTICA DEL PUEBLO
- ARTISTIC BOUTIQUE

SPRITZER+FUHRMANN *

- CASA DEL MIMBRE
 - PALAIS ORIENTAL
 - KAN JEWELERS *
 - LA VENEZOLANA
 - JOYERIA & RELOJERIA OLGA VASQUEZ
 - CABENDA
 - DE WIT BOOKSTORE *
 - HARTOG SHOE SHOP
 - LA BONANZA
 - GIFT SHOP & BONDED LIQUORS (Airport - Aeropuerto)
- San Nicolas:

LEO BERLINSKI

SPRITZER+FUHRMANN *

- ARUBA POST *
 - PALAIS ORIENTAL
 - CASA MARIA
 - FANNY'S
- * Closed on Tuesday afternoon. Cerradas martes en la tarde.

FOR SALE

LAND AND BUILDING

known as block enclosed by the following streets:

van Walbeekstr., Kruisweg, Steenweg,
Oude Schoolstraat (in front of
"Botica Aruba") - 2200 sq. meters.

137.000 sq. meters land at Wajaca at

Fls. 1.75 per sq. meter

For info.: Henk Reeberg - Tel. 2775

Trocadero

Airconditioned Dining Room overlooking the Schooner Harbor



TEL. 1756

COCKTAIL LOUNGE

OPEN FROM 10 A.M. TO 2 A.M.

- STEAKS
- Chinese dishes
- Curry dishes

Specializing in
SEAFOOD



Aruba



Aruba, first of the ABC islands, is the most western of the Leeward group of the Netherlands Antilles. It lies 15 miles from the Venezuelan coast, 12 degrees, 24 minutes north of the equator. It is 19.6 miles long, six miles in width at its widest point, and contains 70.9 square miles of rocky red hills and magnificent white sand beaches, surrounded by the deep blue Caribbean.

The average yearly temperature is 82 degrees, with the coolest months January and February and the warmest August and September. The air is lively and sparkling because the humidity averages only 76 per cent. Average annual rainfall is less than 20 inches. Aruba time is 1 hour ahead of Eastern Standard Time and 4 hours earlier than G.M.T.

THE PEOPLE AND THEIR LANGUAGES

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Arubans, those born on the island, number about 36,000. All are citizens of the Netherlands. Over 40 nationalities (total population 59,000) living peacefully together on the island.

The Leeward islands (Aruba, Bonaire, Curaçao) have a living language of their own — Papiamentu. It is a "lingua franca" that has evolved from Spanish, Portuguese and Dutch with some Indian words. Almost everybody on Aruba speaks Papiamentu, Dutch, Spanish and English.

Visit your favorite place

KIBAIMA

COFFEESHOP

upstairs Piet's Soda Fountain

DE LA SALLE STREET — ORANJESTAD

* All kinds of soft drinks and punches

* Delicious platters

* Ice creams

* Airconditioned - pleasant service - open from 10 a.m. - 2 p.m. and 6 p.m. - 10 p.m.

Watersports



The waters surrounding Aruba are wonderful natural playgrounds. Deep-sea fishing is excellent. The best sport fish in local waters is the Balahu, followed closely by the blue and white marlin.

Skin diving has been popular on Aruba for many years. The waters around the island are exceptionally clear. Underwater visibility of as much as 150 feet is not unusual. As popular as skin diving is waterskiing. Because the Caribbean on the leeward side of Aruba is always calm, it provides a fine course for waterskiers. Instructors will show the beginner the elements of waterskiing and have him zooming across the turquoise waters in no time.

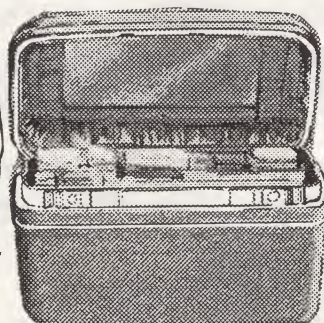


Boats and equipment are for rent. Guides familiar with local waters are available to show visitors the best places for diving, underwater photography or spearfishing. For the more sedentary, there are glass bottom sightseeing boats that cruise over the island's reefs and sunken wrecks.

Manhattan Store N.V., Inc.

ORANJESTAD

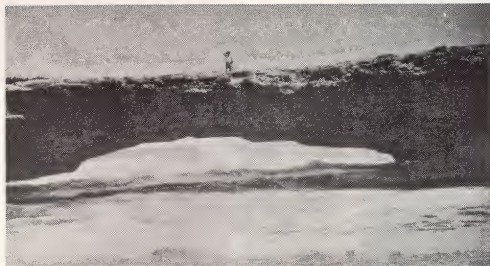
TEL. 1159



Ready to wear
for
the whole family

Ladies Dresses,
Night Gowns,
Sweaters and
Beaded Bags

Samsonite Silhouette
The Gift That Says "You Care!"



On Aruba's northcoast the **NATURAL BRIDGE**, carved out of solid coral rock.



The **ARUBA GOLF CLUB** is located near San Nicolas. Facilities to visitors. For info call: 9-3485.



Aruba's most outstanding landmark is **HOOIBERG** or "Haystack". There are steps for climbing to the top.

**WHEN AT ARUBA
DO AS ARUBA DOES**




Yes, enjoy the sugar white beach, all to yourselves; enjoy the sparkling clear sea water, the clean air, and among other things, enjoy **AMSTEL BEER**, one of the world's finest beers, brewed with pure distilled water in the Netherlands Antilles and the finest hops and malt to guarantee fresh quality!

THAT'S THE WAY THAT'S AMSTEL!

ANTILLIAANSE BANK UNIE N.V.

Associated with: General Bank of The Netherlands, Amsterdam

PHONES: 1515 / 1517 / 1200

Cable address: Antilbank Aruba



Offices located:

Oranjestad: Wilhelminastraat 42
Nassaustraat 92

Palm Beach: Holiday Inn

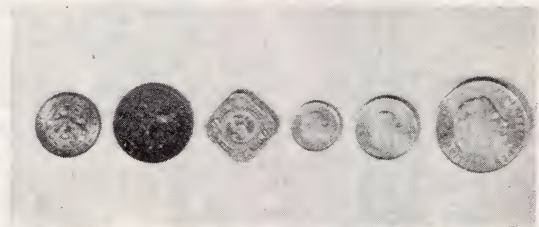
San Nicolas: B. v. d. Veen Zeppenfeldtstraat 67



Sugar-white **BEACHES**, Aruba's greatest attraction.



Strangely shaped **DIVI DIVI TREE**, which always points downwind.



MONEY:

The currency of Aruba is the Netherlands Antilles Guilder, or Florin, of which the symbol is Fl., or F. The current rate of exchange is Florin 1.85 to the U.S. Dollar or Traveler's Check, and Florin 0.40 to the Bolivar. Many merchants make the rate of exchange even more favorable for tourists by giving a flat 2-for-1 exchange when U.S. dollars are used for purchases.

There are 100 cents to a Guilder. There are silver coins of five, 10 and 25 cents, 1 Guilder, and copper coins of 1 and 2½ cents. The "square nickel" (5 cents) is a popular souvenir. Bills are in denominations of 2½, 5, 10, 25, 50, 100, 250 and 500 Guilders.

ANTONIO'S Coffee Shop & Restaurant

Airconditioned

TEL. 3535

Located in the heart of the shopping center

Serving **BREAKFAST ★ PLATTERS**
SANDWICHES ★ LOCAL SNACKS
BEVERAGES AND ICE CREAM

Welcome to Aruba



ENTERTAINMENT



LOCAL CIVIC CLUBS



KIWANIS - Dinner meeting at Coral Strand Hotel every Monday at 7:30 p.m.



LIONS - Dinner meeting at Trocadero Restaurant every first and 3rd Wednesday at 8:00 p.m.



ROTARY - Dinner meeting at Trocadero Restaurant every Monday at 6:45 p.m.



TOASTMASTERS - Dinner meeting at Trocadero Restaurant every third Tuesday at 7:30 p.m.



JAYCEES - Regular meeting at Coral Strand Hotel every second Friday at 8:00 p.m.

Alliance Française: For information call 7215

Y'S MEN CLUB: For information call 5303.

MASONIC LODGES

Lodge "El Sol Naciente" — Tel. 1818

King Solomon's Lodge — Tel. 5619

Lodge "Hiram 102" — Tel. 5383

ROSICRUCIAN ARUBA CHAPTER, AMORC.

Savaneta 202. For info call 3263.

Meetings: every Thursday evening

HOLIDAY INN ARUBA:

Palm Beach Room - open 6 p.m. - 2:30 a.m.
Oasis Pool Bar & Grill

BASI RUTI BEACH HOTEL

ARUBA CARIBBEAN HOTEL-CASINO:

Klompen Klub - Bali Bar

ARUBA-SHERATON HOTEL & CASINO:

Rembrandt Room (Supper Club)

Club Diablo

Discotheque: Thursday, Friday & Saturday 9 p.m. - 2 o'clock in the morning; 2 p.m. - 6 p.m. Sundays.

Rib Room: 7 - 10:30 p.m.

DE OLDE MOLEN (closed on Mondays):

Mill-O-Theque: 10 p.m. - 2 o'clock in the morning;
Saturday 11 p.m. - 5 o'clock in the morning.

MANCHEBO BEACH HOTEL:

Andicouri Room - open: 7 p.m. - 10:30 p.m.

Vespucci sunken pool bar - open: 9 p.m. - 1 o'clock in the morning. Each Friday night at 9:30 p.m. Steelband and carnival show

DIVI-DIVI BEACH HOTEL: Pelican Beach Bar and Patio. Dancing: Friday and Saturday. Sunday's bar-b-que with steelband music

CORAL STRAND HOTEL "Talk of the Town Restaurant" Moonlight Grill

HOTEL "THE CACTUS INN":

Discotheque: 9 p.m. - 2 o'clock in the morning (except Tuesdays)

MOVIE THEATRES:

ORANJESTAD: DE VEER (next to Trocadero Restaurant)

RIALTO

BALASHI (near Waterplant): DRIVE-IN, 8:30 p.m.

SAN NICOLAS: PRINCIPAL

THE DIVI DIVI HOTEL CORPORATION N. V.

TEL. 3300



WINE - DINE - DANCE - RELAX ALL UNDER THE DIVI DIVI TREE

★ 1000 feet of sugar white beach

★ Fresh water swimming pool

★ Pelican beach bar + patio

★ Entertainment : Dancing - Friday & Saturday to the small hours.

THE DIVI DIVI BEACH HOTEL invites you to participate in the ownership.

For details call or write DIVI DIVI BEACH HOTEL, P.O. Box 577, Oranjestad, Aruba, Cable Diviho or Antilliaanse Bank Unie N.V. - Oranjestad - Aruba - Phone 1200, 1515

New York office: 308 N. Tioga Street, Ithaca, N.Y., Tel. (607)-273-2040

CASA MARIA

SAN NICOLAS - PHONE 5286 - MAINSTREET

ARUBA'S BEST KNOWN MEN'S STORE

top brand names such as :

- DAMON
- EUROPEAN CRAFT
- OLEG CASINI / PRINCE IGOR / PRINCE DINORI
- FREEMAN SHOES / VOLARE SHOES

and many, many others

HERE IS A CHANCE TO PICK UP A
REAL BARGAIN WHILE IN ARUBA

GOVERNMENT:

According to the legend the first inhabitants of Aruba were the mild Arawak Indians. It was discovered at the end of the 15th century by the Spaniards. The exact date of its discovery is unknown, however, Alonso de Ojeda claimed it for Spain in 1499. The Dutch arrived in 1634 and since that year, with the exception of 9 years of English rule starting in 1806, till the end of 1954 Aruba has been under Dutch rule. On December 15th, 1954, Queen Juliana of the Netherlands promulgated the new Charter of the Netherlands, by which the Netherlands Antilles became an autonomous part of the Kingdom. Since then the Kingdom consists of three co-equal partners, i.e. Holland, Surinam and the Netherlands Antilles. The new Kingdom is characterized by the principle that each of the partners administers its internal affairs autonomously and that the three are committed on a basis of equality to the administration of their common interests and to mutual assistance. Aruba enjoys a traditional Dutch heritage of political and legal stability.

LEGAL HOLIDAYS:

New Year's Day - Good Friday - Easter Monday - Queen's Birthday
April 30 - Labor Day May 1 - Ascension Day - Whit Monday -
Kingdom Day December 15 - Christmas Day - Boxing Day.
When cruise ships are in port on Sundays or Holidays, most shops are open for a few hours.

ENTRY REQUIREMENTS:

Proof of citizenship, through ticket and smallpox vaccination certificate not more than three years old.

DRIVING LICENSE: Any valid driver's license.

FOR SALE

16-ROOM HOTEL at 10 min. walk to shopping center in Oranjestad and 10 min. by car to the beach.

ST. VINCENT: 28.000 sq. ft. freehold property land at Villa.
22.000 sq. ft. freehold property land at Ratho Mill.

12 lots each approx. 6000 sq. ft. at Prospect.

CONTACT: Elio S. Pellegrim, 57 Cura Cabai, Aruba
Neth. Antilles, Phone 7294

Spacious villa at Malmok (hotel and beach area) in Aruba.

18.000 sq. meters property land at Aruba.

BONAIRE: Over 50 acres property land. Close to beach, town and airport.

CONTACT: Carlos Pellegrim, 22 Kockstraat, Aruba
Neth. Antilles, Phone 5772

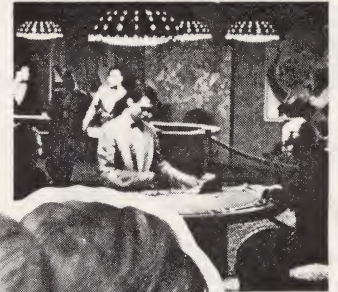
Sheraton in Aruba: Dutch Treat.

DAYTIME: The sun beams down all day on our soft white beach. And you sail, or swim, or skin-dive, or shop in a free port. Everything you could hope for in a Caribbean vacation.

But we've got something more you could hope for: the other twelve hours in the day.

NIGHTTIME: The Aruba-Sheraton is also a casino. And that means night life like you've never seen. Everything you could hope for in a Monte Carlo vacation.

This vacation discover the all-day, all-night you.



RATES
FROM
\$10.00
(U.S.)
PER PERSON
SHARING
A TWIN
(APRIL 6 -
DEC. 15)



Aruba-Sheraton Hotel & Casino

SHERATON HOTELS AND MOTOR INNS. A WORLDWIDE SERVICE OF ITC

For reservations contact your Travel Agent or any Sheraton Reservation Office. In Aruba, call 3900.



DE WIT STORES N.V.

AUTHENTIC DELFT BLUE CHINA



ROYAL DUTCH PEWTER



ARUBA CARIBBEAN HOTEL

ARUBA SHERATON HOTEL

MANCHEBO BEACH HOTEL

Also at :

de Wit Giftshop Mainstreet Oranjestad

CASA HAIME N.V.

NASSAUSTRAT 10 - TEL. 1235 - 1152



Featuring extensive lines of:

- EMBROIDERED Sweaters - Table-cloths Handkerchiefs
- JEWELRY Gold & Silver - Mallorca Pearls Swiss watches
- BEADED Bags & Sweaters
- BEACH WEAR & BOUTIQUES

TIPS ON U. S. CUSTOMS REGULATIONS

According to U.S. Customs regulations each returning resident is allowed to take back, free of duty and tax, articles not exceeding an amount of \$ 100, which amount is based on the fair retail value of items in the country obtained. Use of this exemption is only allowed in case the resident's stay abroad exceeds 48 hours and if the resident has not yet used part of it within the preceding 30 days.

1. You may take back with you, any articles you wish to, provided you pay tax on the amount in excess of the \$100. Tax is levied on the wholesale price of the item paid in the country where it is obtained which price is generally reached by subtracting 40% of the retail value of the article.
2. It is advisable to use the \$100 exemption for the high duty items and to pay duty on the low duty items.
3. Gifts to friends and relatives in the U.S. up to \$10 each are allowed in an UNLIMITED NUMBER provided the addressee does not receive other gift parcels exceeding the \$ 10 limitation on the same day. This is in addition to the \$100 exemption. Not included in this privilege are gifts of liquor and tobacco whereas perfume at less than one dollar is allowed. On these gifts NO declaration is required and NO tax will be levied.
4. Persons over 21 are permitted DUTY-FREE liquor not exceeding ONE QUART!
5. Merchandise originating in COMMUNIST CHINA, NORTH KOREA, NORTH VIETNAM and CUBA IS PROHIBITED in the U.S. However according to the new regulation, goods from Communist China not exceeding \$ 100,— are allowed with your \$ 100 exemption.
6. To pass U.S. Customs smoothly, fill out your declaration carefully and keep all dutiable items and sale slips together and in a handy place!!

Remember that you are allowed to take back as much merchandise as you want. All you have to do is to pay duty on what you declare over your \$100.— duty free allowance, and even after duty has been paid upon arrival in the U.S.A., purchases made in Aruba, at free-port prices are still **GOOD BUYS.**

Visit



ARUCAR

SABANA BLANCOE 35
TEL. 3055



Aruba

Hong Kong Bar & Restaurant



AIRCONDITIONED.

THE MEETING PLACE FOR :

★ CONTINENTAL CUISINE

★ CHOICEST WINES

COCKTAIL LOUNGE

★ CHINESE DISHES

COURTEOUS SERVICE !

COZY ATMOSPHERE

A. Lacle Boulevard No. 19

Phone No. 2966



"BONBINI" TO ARUBA

from

DEWAR'S "White Label" SCOTCH WHISKY

it never varies



CHARLANDO SOBRE LAS TIENDAS

Amigos visitantes: Quisiera ante todo saludarles con la cordial bienvenida del nativo, ¡Bon Biní!; que los días pasados en nuestra amada isla dejen en Uds. recuerdos memorables y gratos.

Para contribuir a ello, permítame servirles de guía acompañándoles en esta, su primera jira de compras. Para realizarla recorreremos casi de extremo a extremo la calle principal, que se llama Nassaustraat y que es el centro comercial de Oranjestad. Empecemos por visitar a MANHATTAN STORE. Aquí se ofrecen regalos y recuerdos de todos los países del globo, carteras bordadas, sweaters, trajes de baño, maletas Samsonite. Venga, vea, y convéngase Ud. mismo. Un poquitito más adelante está CASA HAIME, donde le espera un gran surtido de artículos y mercancías de calidad para toda la familia. Recomendamos una visita a esta almacén - donde servicio con una sonrisa es un realidad.

Cruzando la calle entraremos en la FANNY'S SHOP, una tienda donde podremos adquirir artículos en cuero, sweaters de Angora y de Cachemira; chales, perfumes y talles balinesas e hindús en madera y en marfil.

En la misma acera nos queda la JOYERIA DE LEO BERLINSKI, donde él, personalmente o su esposa o una de sus bien entrenadas empleadas nos atenderán con amable solicitud. Aquí se ofrecen joyas de oro con piedras preciosas y semipreciosas; juegos en filigrana o en modernos diseños de platino u oro de 18K.; perlas cultivadas; relojes suizos de bien reputadas marcas, destacándose entre ellos los mundialmente famosos relojes Girard Perregaux. Leo Berlinski tiene en existencia cubiertos en plata pura, platinados o de acero inoxidable; vajillas de fina porcelana y de cerámica; cristalería de Francia, Finlandia, Suecia e Inglaterra, así como figurillas, artículos de madera de teca y preciosas carteras bordadas en petit point o en mostacilla; todos en gran variedad de diseños y a precios adecuados al presupuesto del cliente.

En la próximo puerta está ARUBA PEASANT SHOP, que le ofrece sweaters, bordados, guantes "Kislav", fina lencería de Madeira, pipas en gran variedad, también encontrará Ud. bellísimos objetos de arte de Méjico y preciosas muñecas del país.

Salimos y al frente está la ARUBA TRADING COMPANY, con su anexo PHOTO EL GLOBO. En esta tienda, la fama de la cortesía de sus empleados corre pareja con la fama de los artículos de primera calidad que ofrece. Las damas encontrarán aquí una enorme variedad de cosméticos y perfumes de las más famosas casas francesas y americanas, así como la más fina lencería, ropa de niños y regalos. Los caballeros encontrarán desde calzado hasta sombreros y trajes para todas las ocasiones, artículos de tocador que Ud. preferiera, licores y cigarrillos; todo de bien reputadas marcas. Sin ningún costo adicional la ARUBA TRADING le enviará a su avión o vapor los licores o cigarrillos libres de impuesto que Ud. haya comprado.

Capítulo aparte merece PHOTO EL GLOBO, especializan-

dose en cámaras y equipo fotográfico, grabadores de cinta magnetofónica, telescopios, radios y televisores en miniatura — de lo más pequeño hasta lo más grande y técnico en esta línea lo podrá Ud. encontrar en PHOTO EL GLOBO.

some people
always seem
to find the best
places to shop...

our
customers!

QUALITY.....

CHRISTIAN DIOR
GUERLAIN
MARCEL ROCHAS
BALLY
CHESTER BARRIE
DANA
JANTZEN
DADA
DAKS
D'AVENZA
DR. PAYOT
NINA RICCI
JEANNE GATINEAU
STENDAHL
CARVEN
YARDLEY
PRINGLE
etc. etc.



ARUBA TRADING COMPANY
MAINSTREET

Also visit our branch at the
ARUBA-SHERATON HOTEL.

giftshop &
bonded liquors
 N.V. WINKEL'S HANDEL MAATSCHAPPIJ
 Your shopping corner for: **airport**
 perfumes - liquors
 souvenirs - liqueurs
 gifts - cigarettes
 etc. - etc.

Un poquitito más adelante atraerán su atención las alegres notas de un carillón; se trata del carillón de SPRITZER AND FUHRMANN, esa famosa joyería de la que ya habrá oído hablar si ha visitado N. York, Curazao, Bonaire, o San Martín. Es difícil rehuir la atracción de sus vitrinas decoradas con primoroso cuidado y delicado gusto, pero adentro nos esperan más maravillas y el alivio del aire acondicionado. Es deslumbrante su exclusiva colección de joyas en diamantes y oro y al decir exclusivas, quiero decir únicas en el continente ya que SPRITZER AND FUHRMANN, siguiendo la antigua tradición de las mejores joyerías del mundo, posee sus propios orfebres y diseñadores, verdaderos artistas cuyas exquisitas joyas por repetidas veces han merecido galardones en los concursos internacionales. Aquí encontramos los más finos relojes, tales como Patek Philipps y Piaget, amén de una extensa colección de novedosos relojes suizos a precios muy convenientes. A la chica que le dedique su especial atención pídale ver las carteras de noche un verdadero primor del arte manual francés, así como también los objetos de arte, cristalería, plata y porcelana de las más famosas casas de Europa que allí se venden. Como detalle adicional quiero decirles que las garantías de SPRITZER AND FUHRMANN son honradas en su tienda de Nueva York, cita en la 5 East 57th Street.

Frente a Spritzer & Fuhrmann está PALAIS ORIENTAL. Todos los esplendores del Oriente se despliegan ante nosotros en esta tienda sin igual. Esculturas de marfil; incrustaciones de madreperla en aromáticas maderas de la India; tallas primitivas de Haití y de Africa; saris y chales de pura seda en los más exquisitos colores, bordados en oro y plata; cofres de madera de alcanfor llegados desde Hong Kong; joyas orientales de las más raras piedras preciosas; perfumes de sándalo, de rosas, de jazmines; todos los aromas del mundo en frasquitos con rótulos de Christian Dior, Jean Patou, Guerlain..... No se olvide de solicitar el famoso reloj suizo "Harpoon".

Carnaval
en Aruba



Uno de los carnavales más atractivos y llamativos de América es el Carnaval Popular de Aruba. La isla cambia su faz de urbe intensamente comercial, por la alegre y festiva de la locura carnavalezca. El "steel-band" con su música enervante, se apodera de la isla y sus habitantes. Los Carnavales de Aruba ya son conocidos mundialmente. Millares de turistas programan sus viajes a la encantadora isla con motivo de los Carnavales.



For information on investment possibilities and incentives offered in Aruba
 visit the :
DEPARTMENT OF ECONOMIC DEVELOPMENT
 Bestuurskantoor (Government Office)
 L. G. Smith Blvd. Oranjestad
 Aruba, Neth. Antilles Tel. 1482-1181

En el próximo bloque llegamos a la Joyería KAN. El lema de Kan es "Wat KAN kan, kan KAN alleen," lo que quiere decir en español: Lo que KAN hace, sólo KAN lo puede hacer. Ellos, sin duda alguna, harán todo lo posible por hacer sus compras más placenteras. Vea su variedad de joyas, cámaras, y famosos relojes.

Los aficionados al sip y el dip (un traguito y una zambullida) tienen un sitio ideal en la piscina y el bar del CORAL STRAND HOTEL, ventajosamente localizado cerca de la ciudad. También para una noche alegre, bailando a los compases de un combo, tiene el CORAL STRAND HOTEL "Talk of the Town Restaurant", un artístico bar-restorán decorado con pinturas modernas de un conocido artista local.

Para un Chow (comida) chino, visite el HONG KONG RESTAURANT & BAR, completamente aire acondicionado. No pida algo corriente, pida un plato extraordinario, diga; Déme un Mu Ku Kai Pán y ejecite su lengua y su paladar.

Si su apetito le pide pastas, dirijase en taxi hasta el BASI RUTI HOTEL especializado en platos italianos. Si quiere disfrutar del paisaje marino dirijase al TROCADERO y ordene un plato a base de mariscos, que son la especialidad de este restorán. Pero la hora avanza y hemos de proseguir con nuestras compras. En el próximo bloque (donde está el No. 1 Store) los caballeros no querrán perderse una vista a LA VENEZOLANA, de reputada fama por sus artículos finos para caballeros. Otra vez en la calle principal entraremos en la JOYERIA Y RELOJERIA OLGA VASQUEZ. Su dueña nos atenderá personalmente con ese donde gentes que la caracteriza; ella misma, probablemente, nos dirá de las varias casas de relojería suizas que representa con exclusividad, haciéndonos admirar las joyas auténticas italianas y las fantasías alemanas que exhibe en sus vitrinas; llaman la atención sus joyas de oro macizo y esmeraldas de Colombia.

Para cerrar con broche de oro nuestra jira de compras les sugiero ahora una visita al famoso "Vespucci Bar" del MAN-CHEBO BEACH HOTEL, situado en la hermosa playa blanca. Aquí también Ud. puede gozar de los deportes acuáticos o bolas criollas.

Llegada la hora de las despedidas sólo me queda decirles: ¡Hasta pronto, amigos! ¡Que hayan disfrutado de nuestra jira de compras!

LA VENEZOLANA

(MIREP STORE LTD.)

STEENWEG 14 - ORANJESTAD - ARUBA
 TEL. 1444

La tienda especializada en artículos finos para CABALLEROS y a precios módicos.

Your best address for fine men's quality wearing apparel at reasonable prices.

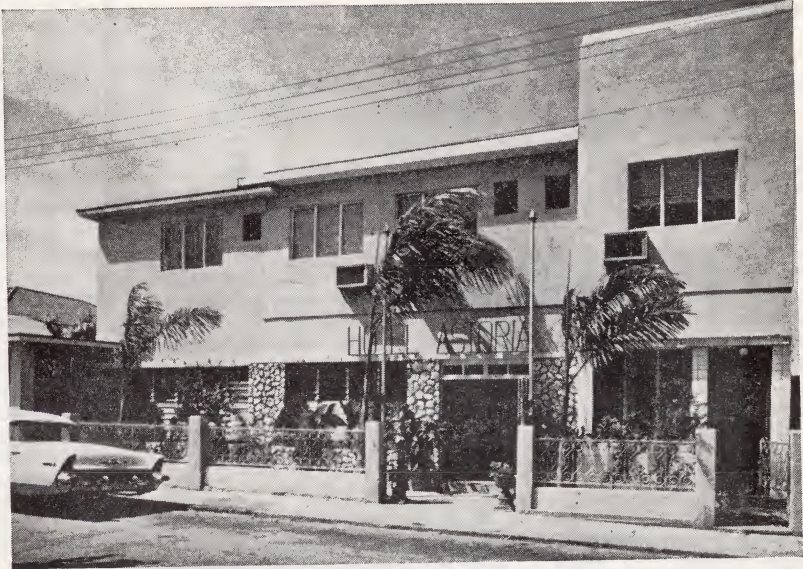
A STORIA

SAN NICOLAS - TEL. 5132

Your visit is incomplete if you have not visited the HOTEL ASTORIA.

- ★ The only Restaurant in Aruba with a genuine chinese cuisine.
- ★ In the center of San Nicolas
- ★ Open air Patio-Dining Room
- ★ Airconditioned Rooms

Visit us and have your dinners under TROPICAL BREEZE and EXOTIC TROPICAL SKY.



Conozca a Aruba

Durante su permanencia en Aruba, y a fin de conocer mejor nuestra isla Ud. puede contratar los servicios de un taxi, visitar los puntos de interés en una excursión de turismo o alquilar un automóvil y conducirlo Ud. mismo. Para esto último, Ud. puede adquirir una licencia temporal presentando su licencia válida expedida en su país de origen.

La unidad monetario de Aruba es el florín de las Antillas Neerlandesas, símbolo del cual es Fl. o F. El tipo de cambio vigente es de F. 1,85 al dólar de los Estados Unidos o F. 0,42 al bolivar venezolano para cheques de viajeros. Muchos comerciantes hacen el tipo de cambio más atractivo, dando 2

florines por dólar americano cuando Ud. hace sus compras. El florín tiene 100 centavos. Monedas de plata de 5, 10 y 25 centavos, 1 florín y 2½ florines; las de cobre son de 1 y 2½ centavos. Las monedas de 5 centavos son muy populares como souvenir, pues son cuadradas. Hay billetes de banco en denominación de 2½, 5, 10, 25, 100, 250 y 500 florines.

La capital de Aruba es ORANJESTAD, con una arquitectura típicamente holandesa con alguna influencia española. Los edificios están pintados en los brillantes colores característicos del ámbito del Caribe. Grandes trasatlánticos, cargados de pasajeros y de mercancías atracan regularmente en su puerto. Es excitante pasearse en los días de gran tráfico marítimo por los espaciosos muelles. La imaginación vuela tras los nombres de lejanas tierras impresos en las balas de mercancías. Yokohama, Hong Kong, Italia o Nor-



DINNERS - SUPPERS - COCKTAILS

in airconditioned

ORIENTAL BAR EN RESTAURANT

WILHELMINA STRAAT 8 - TEL. 1008

- LUNG CHENG FUNG
Stuffed Chicken wings with Vegetables
- FISH À LA ORIENTAL
- LOBSTER À LA ORIENTAL
- CHINESE & INDONESIAN DISHES

Also non-alcoholic drinks

Botica Del Pueblo n.v.

EST. 1935

NASSAUSTRAT 22 and KLIPSTRAAT 9, ORANJESTAD

YOUR DRUGSTORE

drugs - cosmetics
 chocolates & candies



We cordially invite you to pay us a visit

uega se nos antojan mensajes de amigos lejanos.

Las mercancías traídas de los más distantes rincones del mundo hacen que el centro de Oranjestad constituya una verdadera tentación para el turista. Relojes suizos, cámaras, perfumes, sweaters de Cachemira, sedas, azulejos holandeses, loza fina, binoculares, licores, lanas y otros tejidos, piedras preciosas, miniaturas de porcelana, novedades tejidas en paja, esculturas de marfil del Oriente, cristalería, tallados en madera de Indonesia y China, artículos de cuero, vajillas de plata, oro, etc., son artículos que, gracias a los bajos impuestos de importación su pueden comprar aquí a precios muy ventajosos.

Una atracción turística es la caleta de Oranjestad donde están anclados inúmeros barquichuelos procedentes de diversos lugares del Caribe. Allí se encuentra el bullicioso mercado donde en puestos amplios y soleados, despliegan los barqueros sus tentadoras mercancías.

Llenos de colorido son los puestos de frutas, legumbres, y hortalizas. En este mercado al aire libre los compradores son tan pintorescos como las frutas que allí se venden. Los oídos se nos llenan con la confusa sinfonía de diversos lenguajes.

Junto al mar, muy cerca del puerto, está el bien cuidado PARQUE WILHELMINA, así llamado en honor de la reina madre Guillermina de Holanda. En el centro de la plaza, rodeada de flores y de umbrosas alamedas está una hermosa estatua de la recordada reina.

El clima de Aruba está considerado entre los mejores del Caribe. La lluvia es escasa y los días son frescos por el continuo fluir de los vientos Alisios. En este clima seco medra el DIVI DIVI, un árbol que, azotado por el continuo batir del viento crece en las más extrañas formas, siguiendo siempre la dirección del viento. Para fines industriales se cultiva el álamo, planta liliácea de la cual se extrae un jugo muy amargo usado en medicina. En el campo crecen los cactus; las casas típicas arubanas tienen una pintoresca cerca de cactus. A los arubanos les encantan las flores y se esmeran en cultivarlas. La mayoría de los hogares están rodeados de buganvillas, adelfas, flamboyanes e hibiscos.

Aruba tiene muchos lugares de interés que son dignos de ser visitados. Entre ellos se encuentran las playas de PALM BEACH e EAGLE BEACH que pueden contarse entre las más bellas del mundo. La blanca arena se extiende por varias millas a lo largo de la costa y declina suavemente hacia las turquesas aguas del Caribe ofreciendo, en su mansedumbre, una excelente oportunidad para esquiar sobre el agua, navegar y nadar. En el mar que circunda nuestra isla pululan una extensa variedad de peces, haciéndolo propicio para los diferentes tipos de pesca.

Un distintivo del paisaje arubano es el HOOIBERG (Colina Almiar); para el que desee escalarla hay una escalera que conduce hasta la misma cima.

j.e.p. cabenda
 Oranjestad, Oude Schoolstraat 3, Tel. 1539

FOR THE BEST IN SPORT ARTICLES

Al norte de la isla hay bien abrigadas ensenadas que ofrecen sitios ideales para excursiones campestres. Para aquellos a quienes les gusta nadar en un fuerte oleaje este lado de la isla es perfecto. Dos de las más curiosas ensenadas son ANDICURI y DOS PLAYAS; peñascos imponentes se internan en el mar desafiando el embate de las olas que van a estrellarse contra ellos con estentóreo ruido, formando así un violento contraste con las apacibles arenas de la ensenada. Sumamente interesante es el PUENTE NATURAL obra arquitectónica de la naturaleza, socavada en la dura roca por la incesante embestida del mar; no deje de visitarlo así como también a BOCA DRUIF, que es una gruta junto a las dunas de BOCA PRINS.

El CUNUCU, que quiere decir campo en papiamento, está punteado por casitas de vivos colores y por impresionantes formaciones rocosas. Las más imponentes se encuentran en AYO y CASIBARI donde la naturaleza acumuló una sobre otra tremendas masas de granito de miles de toneladas de peso. En AYO Ud. puede explorarlas internándose por intrincados laberintos. En CASIBARI está la BOCA DEL DRAGON, que es una curiosa formación favorita de los fotógrafos.

Los que están interesados en la cultura autóctona, encontrarán antiguos dibujos indígenas en las paredes de las cavernas de FONTEIN y de CANASHITO, y en las rocas de ARIKOK y AYO.

Los espeleólogos hallarán un reto en las grutas de QUADARIKIRI y HULIBA.

Otro sitio de interés es la iglesia y el cementerio de SANTA ANA. La iglesia tiene un magnífico y centenario altar gótico de roble, tallado a mano.

También el CASTILLO DE LOS PIRATAS en BUSHIRIBANA, montado sobre un promontorio, frente a la costa de barlovento. Las ruinas de este "castillo" son en realidad las ruinas de una vieja mina de oro, reliquia de lo que fuera la primera industria de Aruba. En BALASHI están las ruinas de otra mina de oro.

La LAGUNA ESPAÑOLA recibió ese nombre por que allí reparaban sus buques los bucaneros españoles. El sitio es conocido hoy por su hermoso y apacible panorama.

En el FRENCHMAN'S PASS o sea PASO DEL FRANCES fué donde, según la leyenda, los indios pelearon contra los franceses para defender la isla de los invasores extranjeros. Actualmente es predio de bullangueros periquitos arubanos.

Al otro lado de la Isla está situado SAN NICOLAS, construido alrededor de la refinería petrolera, donde varios almacenes de Oranjestad tienen sucursales para la conveniencia de los que desembarcan en la parte oriental de Aruba.

Dear Mr./Mrs. TOURIST :

You SHOULD know more about

LA BONANZA in Aruba.

Why not come and see our friendly
 personnel at

Wilhelminastraat 58 D

(near Antillian Bank)

The quaint red-storage building with
 Aruba's longest balcony, with waving
 international flags!

Any cab driver knows the place

LA BONANZA

at WILHELMINASTRAAT 58 - ORANJESTAD

You will find EXCLUSIVE GIFT ITEMS, every-
 thing MUSICAL and ELECTRONICAL! All dis-
 play rooms are air-conditioned! You will be sur-
 prised — and not disappointed —

The **2** RESTAURANTS
Air Conditioned

THE **TWO** MOST EXCLUSIVE RESTAURANTS
IN THE CARIBBEAN.
ARUBA, NETHERLANDS ANTILLES

"BALI" Serving the famous Indonesian
"RIJSTTAFEL" (Ricetable) Bami Goreng -
Nassi Goreng, Steaks - etc. - Tel. 2131-3006

"THE OLD MILL"

For dining: "THE FRYING DUTCHMAN"
For Drinking: "THE OLD DUTCH" Cocktail Lounge
For Dancing: our CALYPS-O-THEQUE
(under the beams) TEL. 2060

Aruba
ESSO CLUB

Located at the Eastern tip of the island, in
Seroe Colorado, right at the waters' edge

- Enjoy lunch or dinner in our beautiful Bamboo Room, overlooking Rodgers' Beach
- Enjoy movies in our air-conditioned theater
- Enjoy the well-stocked Bookstore and Library
- Enjoy bowling in our 8-lane alleys
- Enjoy a cool drink in our modern Lounge

The Esso Club is a private social club, with
guest privileges extended to visitors

For information, call the Club Manager at 9-2470



**ARTISTIC
BOUTIQUE**

NASSAUSTRAT 25 - ORANJESTAD - TEL. 3142

MEN'S CUSTOM TAILORING

Suits
Initialed shirts
Pants

ORIENTAL WEARING APPAREL

Zari & mirror embroideries from India
Beaded wear from Hong Kong
Silks from Thailand
Batiks from Indonesia

GIFT ARTICLES

Capo di monte figures
Antiques
Paintings
Carvings

Furthermore an extensive variety of *GOLD* and
SILVER jewelry from the Orient and a very wide
selection in *LINENS*.

Member of: American express & Diners' Club.



Joyería
OLGA VASQUEZ

For the world famous Swiss watches
INVENCIBLE, INVICTA and
RODANIA
the finest in jewelry 18, 14 and
10 kt. gold.

Colombian emeralds, silver tea and
coffee sets.

A beautiful collection of Swedish and
German crystal, copper wallplates,
ashtrays and candle-sticks.

Also an extension where you will
find lovely gift items and Delft Blue.

See you at **OLGA VASQUEZ**

NASSAUSTRAT 66, ORANJESTAD — TEL.: 2023



The landmark of the shopping centre...

..... you'll discover a world of exquisite gifts

..... whether you are looking for a small souvenir or go all-out on a buying spree

..... Nowhere but at Spritzer & Fuhrmann - no, not even in Switzerland - can you find a more extensive collection of the world's treasured timepieces under one roof.

Jewelry - diamonds, precious and semi-precious stones set in platinum or traditional gold.

Pearls, both natural and cultured. Sterling silver. The finest in ceramics, porcelain,

bone china and crystal. French beaded and Viennese needle point bags. Wall and table clocks.

Other fine gifts including costume jewelry, music boxes, mechanical singing birds, leather goods, lighters, pipes and handbags, binoculars, chess sets and much more.

Look for the "building with the bells" in downtown Oranjestad.



SPRITZER + FUHRMANN
ARUBA • BONAIRE • CURACAO • ST. MAARTEN • NEW YORK